

PLAN NEWTOWN



Meeting 1 Steering Committee Discussion: SWOT Activity

Meeting Date: 5.29.2019

(#) – Indicates the ranking/how many times the topic was mentioned during the discussion

STRENGTHS/OPPORTUNITIES - STEERING COMMITTEE

- **(#1)** Local businesses make Newtown a unique destination and overall experience
- **(#2 tie)** Safety
- **(#2 tie)** Location
- **(#3)** Historic elements
- Residential /commercial ratio
- Land opportunities
- Newtown embraces its village identity
- Family oriented

WEAKNESSES/THREATS - STEERING COMMITTEE

- **(#1)** No identifiable central business district/village center node for the community
- **(#2)** Traffic congestion
 - During rush hour
 - Truck traffic on side streets
- **(#3)** Landlocked location hinders development potential
- Lack of locally serving businesses including a community grocery store
- Lack of wayfinding through the village including
- Need for public parking
- Perception of a “drive-thru” town, not blatant walkability
- Lack of branding/ marketing
- Property upkeep and maintenance, including abandoned properties
- Uncertainty about what happens with the Anchor area and when
- Eastern corridor project and potential impacts of realignments or configurations